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## WHAT IS CLAIMED IS:

- 1. A transgenic rodent, the nucleated cells of which comprise a transgene, said transgene comprising an immunoglobulin kappa light chain 3' enhancer sequence operably linked to a nucleic acid sequence encoding an anti-apoptotic polypeptide in the Bcl-2 family, wherein said transgenic rodent exhibits expanded plasma cell and mature B cell populations as compared with a corresponding wild-type rodent.
- 2. The transgenic rodent of claim 1, wherein said transgenic rodent is a mouse.
- 10 3. The transgenic rodent of claim 1, wherein said anti-apoptotic polypeptide is selected from the group consisting of Bcl-2, Bcl-xL, Bcl-W, and Mcl-1.
  - 4. The transgenic rodent of claim 1, wherein said anti-apoptotic polypeptide is a human Bcl-xL polypeptide.
  - 5. Progeny of the transgenic rodent of claim 1, wherein the nucleated cells of said progeny comprise said transgene.
  - 6. An isolated cell of the transgenic rodent of claim 1.
  - 7. The cell of claim 6, wherein said cell is a plasma cell.
  - 8. The transgenic rodent of claim 1, wherein said transgene further comprises a kappa promoter operably linked to a nucleic acid sequence encoding said anti-apoptotic polypeptide.
  - A transgenic rodent, the nucleated cells of which comprise:
    (a) a first transgene comprising an immunoglobulin kappa light chain 3' enhancer sequence operably linked to a nucleic acid sequence encoding an anti-apoptotic polypeptide in the Bcl-2 family; and

WO 2004/037849 PCT/US2003/033221

(b) a second transgene comprising a B cell developmentally regulated transcriptional enhancer sequence operably linked to a proliferative oncogene nucleic acid sequence, wherein said transgenic rodent contains a plasma cell tumor.

- 5 10. The transgenic rodent of claim 9, wherein said proliferative oncogene nucleic acid sequence is ras.
  - 11. The transgenic rodent of claim 9, wherein said proliferative oncogene nucleic acid sequence is myc.
- 12. The transgenic rodent of claim 9, wherein said B cell developmentally regulated transcriptional enhancer sequence is an immunoglobulin kappa light chain 3' enhancer sequence.

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- 13. The transgenic rodent of claim 9, wherein said B cell developmentally regulated transcriptional enhancer sequence is an immunoglobulin heavy chain enhancer sequence.
- 14. The transgenic rodent of claim 9, wherein said anti-apoptotic polypeptide is selected from the group consisting of Bcl-2, Bcl-xL, Bcl-W, and Mcl-1.
  - 15. The transgenic rodent of claim 9, wherein said anti-apoptotic polypeptide is a human Bcl-xL polypeptide.
- 16. Progeny of the transgenic rodent of claim 9, wherein said progeny comprise said first transgene and said second transgene.
  - 17. An isolated cell of the transgenic rodent of claim 9.
- 30 18. The cell of claim 17, wherein said cell is a plasma cell.

WO 2004/037849 PCT/US2003/033221

19. A method for identifying an agent that inhibits development of a plasma cell tumor, said method comprising:

a) administering a test agent to a transgenic rodent, the nucleated cells of which comprise

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- (i) a first transgene comprising an immunoglobulin kappa light chain 3' enhancer sequence operably linked to a nucleic acid sequence encoding an anti-apoptotic polypeptide in the Bcl-2 family; and
- (ii) a second transgene comprising a B cell developmentally regulated transcriptional enhancer sequence operably linked to a proliferative oncogene nucleic acid sequence, wherein said transgenic rodent develops a plasma cell tumor in the absence of pharmacological intervention; and
- b) determining if said test agent inhibits development of said plasma cell tumor in said transgenic rodent as compared with a corresponding transgenic rodent to which said test agent has not been administered.
- 20. A method for identifying an agent for treating a plasma cell tumor, said method comprising:
  - a) administering a test agent to a transgenic rodent, the nucleated cells of which comprise
    - (i) a first transgene comprising an immunoglobulin kappa light chain 3' enhancer sequence operably linked to a nucleic acid sequence encoding an anti-apoptotic polypeptide in the Bcl-2 family; and
    - (ii) a second transgene comprising a B cell developmentally regulated transcriptional enhancer sequence operably linked to a proliferative oncogene nucleic acid sequence, wherein said transgenic rodent exhibits a plasma cell tumor; and
  - b) determining if said test agent slows tumor growth, stops tumor growth, reduces tumor size, or decreases plasma cell number in said transgenic rodent as compared with a corresponding transgenic rodent to which said test agent has not been administered.

WO 2004/037849 PCT/US2003/033221

21. A method for producing polyclonal antibodies, said method comprising immunizing a transgenic rodent, the nucleated cells of which comprise a first transgene, said first transgene comprising an immunoglobulin kappa light chain 3' enhancer sequence operably linked to a nucleic acid sequence encoding an anti-apoptotic polypeptide in the Bcl-2 family, wherein said transgenic rodent exhibits an expanded plasma cell and mature B cell population as compared with a corresponding wild-type rodent; and harvesting said polyclonal antibodies.

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22. The method of claim 21, wherein said transgenic rodent further comprises a second
 transgene, said second transgene comprising a B cell developmentally regulated
 transcriptional enhancer sequence operably linked to a proliferative oncogene nucleic
 acid sequence, wherein said transgenic rodent exhibits a plasma cell tumor.